



Broadcast Educational Media Commission Meeting Minutes
November 10, 2022
2470 North Star Road, Columbus, OH 43221

I. **Call to Order:** At 10:02a.m., Chairman Robert Smith opened the meeting of the Broadcast Educational Media Commission.

A. **Roll Call:** At 10:02 a.m., roll call was conducted by Mrs. Gage.

Members Present:

Chairman Robert Smith
Commissioner Geoffrey Andrews
Commissioner Matt Dole
Commissioner Stephen Freeze, Esq.
Commissioner Christine Merritt
Commissioner Sandi Thompson
Designee Dr. Chris Woolard
Commissioner Meira Zucker

Members Arriving Later:

Members Absent:

Commissioner Rex Elsass
Designee Charles See
Non-Voting State Senator Niraj Antani
Non-Voting State Representative Catherine Ingram
Non-Voting State Senator Teresa Fedor
Non-Voting State Representative Sharon Ray

A quorum was declared.

Also Present:

Executive Director Geoffrey A. Phillips;
Craig Stevenson, Chief of Engineering and Broadcast Operations Officer;
Laura Bryson, Chief Information Officer;
Alina Gage, Chief Financial Officer;
Ashley Barbone, Assistant Attorney General;
Erin Kelly, Assistant Attorney General;

And Interested Citizens:

Kevin Martin, Chairman of the Ohio Educational Television Stations;
David Carwile, Administrator of Ohio Educational Television Stations, Inc;

David Stein, Video Services Manager, Licking Area Computer Association;
Mike Meadows, Chief Technology Director, WOSU;
and Susan Kratzer, Hannah News.

Also Present Virtually:

Josh Sorden, Broadcast Operations Manager;
Kitty Lensman, President and General Manager of WPTD/WCET/WPTO;
Mark Brewer, General Manager of WOUB;
Natalia Garcia, Digital Producer for Education of ideastream;
and Michael Edelman, Director of Education of ideastream

B. Commission Action Items:

1. Ms. Bryson gave an update on new technology installed in the conference room and how the new cameras operate.

Resolution 23-24: Motion to Approve October 06, 2022 Meeting Minutes

10:05 a.m. – Mr. Dole moved for approval of the October 06, 2022 meeting minutes. Mr. Freeze seconded. The motion passed via unanimous roll call vote.

2. Chairman Smith discussed the plan for FY23 committees. He decided to defer assignments due to pending commission appointments.
3. Chairman Smith recognized outgoing Commissioner Merritt for eight years of service to the commission. Other participants offered appreciation for her service. Ms. Merritt shared reflections on her tenure at the commission.

II. Engineering and Broadcast Education Operations Committee

- A. Ex. Dir Phillips provided an overview of the first three meetings of the Engineering and Broadcast Operations (E&BO) Committee. All stations have been interviewed, as well as contractors who helped to build the Ohio Joint Master Control (JMC).
- B. Mr. Dole shared recommendations for the JMC. The final meeting was for the committee to hear from additional contributors and to make decisions on recommendations. The full users of the JMC are happy with the service provided and partial users are more interested in redundant services. Goals are to maintain capital resources to maintain JMC, address changing technology, ensure each stations' unique needs are serviced, and to have a multi-year commitment from participating stations to leverage purchasing power. Recommendations include:
 - a. Terminology changes to full- and partial-users of the JMC
 - b. Quarterly or bi-annual meetings
 - c. Annual engineering review
 - d. Biennial engineering capital review
 - e. Commitment to update technology as systems evolve
- C. Ms. Merritt said she is pleased with where the committee ended and reflected on the public television stations as the entities served. She talked about the Federal Communications Commission (FCC) licenses stations must comply with and how that interacts with the JMC.

- D. Mr. Andrews shared the main hurdle is to make sure communication stays open. As communication and trust grows, there will be more opportunities for stations to fully engage with BEMC.
- a. Chairman Smith said one main concern was a fee for service and consequences for partial users. The committee affirmed neither of those will be recommended.
 - b. He also commented on studies that can be done by BEMC like Corporation for public broadcasting performs.
- E. Mr. Dole affirmed BEMC will continue to submit one capital request for BEMC and another for the partners. There is potential for controversy, but the service performed by the JMC is for the stations.

Resolution 23-25: Motion to Adopt Recommendations of the Engineering & Broadcast Operations Committee for the Future of Ohio's Joint Master Control

10:29 a.m. – Mr. Dole moved to adopt recommendations of the Engineering and Broadcast Operations Committee as presented (II-B-a:e). Ms. Merritt seconded. The motion passed via unanimous roll call vote.

- a. Mr. Freeze asked the difference between full- and partial-users. Ex. Dir. Phillips clarified that some stations do not have their own JMC. They are fully dependent on BEMC for service. Some stations use only parts of the JMC and retain some master control equipment locally.
- b. Mr. Andrews asked if the concern was for cultural or technical reasons stations are partial-users. Mr. Dole stated the recommendations aim to address both. Wherever the stations are in the system, BEMC is prepared with the required tools.
- c. Mr. Andrews related the current users to his experience in school technology. As services become more reliable and economically viable, it will generate more confidence in becoming a full-user. Mr. Dole confirmed there is capacity in the system to fully onboard all stations if it were requested.
- d. Ms. Merritt said when the JMC started there was a lot of attention paid to it by the commission and now it is managed more by the staff. It is her hope the commission stays engaged with the process to address any issues or challenges.
- e. Mr. Dole said getting to the point where the JMC is the redundant service for stations is the bridge between full- and partial-users.
- f. Mr. Stevenson added the JMC has come a long way. Partial-users have been engaged for redundancy. As the JMC moves forward, there is a benefit to define the needs of stations.
- g. Ex. Dir. Phillips recommended engagement between the commissioners and general managers. Spring and fall meetings are targeted for the station executives to speak directly to the commission via the Engineering & Broadcast Operations Committee.

III. **Finance**

A. **November 2022 Financial Statement**

1. Mrs. Gage reviewed the November 2022 financial statement and said the commission is on track for FY23 spending. Subsidy payments processed in October 2022 have all been paid.

B. **FY24-25 Operating Budget Questions**

1. Mrs. Gage shared a document showing preliminary questions asked by OBM about the FY24-25 operating budget submission.
 - a. Mr. Carwile offered additional thoughts on results-based budget requests and creation of standard metrics across stations are planned.

IV. **Educational Technology**

1. Chairman Smith shared he would like to create a task force about educational ideas relating to Ohio Revised Code 3353 and will submit the idea formally at the next commission meeting.
 - a. Ex. Dir. Phillips said meetings have occurred with Dr. Woolard's staff at The Ohio Department of Education on how BEMC can support education. Chairman Smith compared BEMC to a conductor of a symphony shining a spotlight of different players.
2. Ms. Bryson provided an update on ideastream's multimedia projects for the News Depth program.
 - a. Mr. Edelman shared a slide about News Depth programs. It is primarily built on current events, special events, and student/teacher engagement. Overarching goal is to ensure no excuse exists for not using News Depth. Episodes are available on many websites and are aligned with Ohio Learning Standards. Episodes include interactive polls, upload capability, email participation, and each can be assigned to students using Google Classroom. The show is considered "digital first" allowing for that interaction. Quarterly meetings occur with teachers to provide feedback to the News Depth team.
 - b. Ms. Garcia spoke about the Career Callout section of News Depth. She shared slides describing the segments. In season 53, students chose the career highlighted.
 - i. Chairman Smith asked if there is an opportunity to highlight manufacturing jobs in the Career Callout segments. Mr. Edelman said it will be explored over the next several seasons. Last season, some of those jobs were featured.
 - c. Mr. Martin reminded the commission that "season 53" means the segment has been on for 53 years. He highlighted the completed documentary The Path Not Chosen about vocational technology jobs.

V. **Staff Reports**

1. Ex. Dir Phillips introduced a presentation by the BEMC staff listing calendar year 2022 accomplishments.
 - a. Mr. Stevenson shared engineering and operations accomplishments.
 - b. Mrs. Gage shared financial accomplishments.
 - c. Ms. Bryson shared multimedia and information technology accomplishments.
1. Chairman Smith asked about board documents sharing to house large files that cannot be sent in email. Ex. Dir. Phillips stated Ms. Bryson will research the options.

VI. **Adjournment:**

Resolution 23-26: Motion for Adjournment

12:01 p.m. - Mr. Dole moved to adjourn. Mr. Andrews seconded. The motion passed without dissent.

Robert C. Smith, Chairman
Broadcast Educational Media Commission

Date